

**PENGARUH *RETAIL STORE IMAGE* TERHADAP
KEPUTUSAN PEMBELIAN
(Survei pada konsumen yang membeli produk *Private label*
di Carrefour Kota bandung)**

SKRIPSI

**Diajukan untuk Memenuhi Syarat Ujian Sidang Skripsi Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis**



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BANDUNG
2018**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana pada Fakultas Pendidikan Ekonomi dan Bisnis

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**PENGARUH *RETAIL STORE IMAGE* TERHADAP KEPUTUSAN
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Bandung)

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ABSTRAK

Dila Awallia (1405523), “**Pengaruh *Retail store image* terhadap Keputusan Pembelian (Survei pada konsumen yang membeli produk *Private label* di Carrefour Kota bandung)**”. Dibawah bimbingan Drs. Girang Razati, M.Si dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Tujuan penelitian ini adalah untuk melihat gambaran *retail store image* dan keputusan pembelian serta pengaruh *retail store image* terhadap keputusan pembelian. Desain penelitian ini adalah *cross sectional method*. Penelitian ini menggunakan pendekatan deskriptif dengan metode *explanatory survey*. Sebanyak 150 responden dipilih dengan menggunakan *non-probability sampling*. Sebuah kuesioner digunakan sebagai instrumen penelitian untuk mengumpulkan data dari responden. Teknik analisis yang digunakan adalah teknik deskriptif dengan menggunakan distribusi frekuensi dan teknik verifikatif dengan menggunakan analisis regresi linier sederhana. Berdasarkan hasil penelitian menggunakan analisis deskriptif, didapatkan hasil bahwa *retail store image* dan keputusan pembelian berada dalam kategori tinggi. Sedangkan analisis verifikatif, didapatkan hasil bahwa pengaruh *retail store image* terhadap keputusan pembelian berada dalam kategori sedang. Penelitian ini memberikan dasar untuk memahami isu-isu terkait *retail store image* dan keputusan pembelian. Perbedaan penelitian ini dengan penelitian sebelumnya adalah terletak pada objek yang merupakan ritel modern dengan format Hypermarket yaitu Carrefour di kota Bandung, dengan variabel yang diteliti yaitu *retail store image* dan keputusan pembelian, serta menggunakan teori atau referensi yang berbeda dengan peneliti sebelumnya.

Kata Kunci : *Retail store image* dan Keputusan Pembelian

ABSTRACT

Dila Awallia (1405523), *"The Effect of the Retail store image on Purchase Decisions (Survey of consumers who buy Private label products at Carrefour Kota Bandung)"*. Under the guidance of Drs. Girang Razati, M.Si and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

This study is purposed to see description of retail store image and purchase decisions and the influence of retail store image on purchasing decisions. The design of this study is a cross sectional method. This study used a descriptive approach with explanatory survey method. 150 respondents were selected using non-probability sampling. A questionnaire is used as a research instrument to collect data from respondents. Analysis technique that used in this study was descriptive technique by using frequency distribution, and for verification techniques using simple linear regression. Based on the results of the study using descriptive analysis, obtained results that retail store image and the purchase decision is in a high category. While the verification analysis, obtained results that the influence of retail store image on purchasing decisions are in the medium category. This research provides a basis for understanding issues related to retail store image and purchase decisions. The difference between this study from the previous research is the object. A modern retail with hypermarket format is the object in this study, namely Carrefour in Bandung, with the variables studied are retail store image and purchasing decisions, and using theories or references that are different from previous researchers.

Keywords : Retail store image, purchase decision.

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